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[Stanley Institute, School
of Swedish Massage and Medical
Electricity, 141 Marylebone Road,
London, W.

Extracts taken from
The morning mirror

Eds 7 April

HARLEY INSTITUTE,
SCHOOL OF SWEDISH
MASSAGE
AND
MEDICAL ELECTRICITY,
141, Marylebone Road, London, W.

Telephone
3685 Paddington.

Telegrams
Cerebellum, London."



Rec March 1913

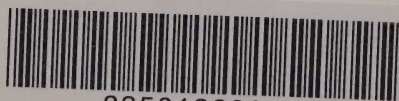
THREE GOLD AND FOUR SILVER MEDALS
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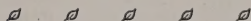


HARLEY INSTITUTE.

Principal :

Mr. S. A. FLEMMER,

From Stockholm, Sweden, Royal Victoria Hospital, Netley, and National Hospital, London.



Examinations are conducted under the supervision of a medical man, possessing the following degrees :—L.R.C.P., Edinburgh, and L.M., 1878; L.F.P.S., Glasgow and L.M., 1878; Univ. and R.C.S., Edinburgh, Middlesex, Charing Cross, Ext. Mem. Royal Med. Soc. Edin., Mem. B.M.A.



Matron :

Miss MARY NIGHTINGALE.

THE INSTITUTE.

This Institute was originally established at 66, Paddington Street, W., but its success was so pronounced that it has been found necessary to remove to the more commodious premises (occupying two entire buildings), where it is at present situated, and constituting the largest school of its kind in London.

IS MASSAGE WANTED ?

Scientific massage is undoubtedly more extensively used now by leading medical men than has ever been the case in the past, and though ill-trained persons have hitherto been able to exploit the profession, to a certain extent, it is now necessary that the operator should be thoroughly qualified in the latest and most scientific methods.

CERTIFICATES.

The Principal found in the course of his hospital practice that it was impossible for the majority of students to give the time required by old-fashioned methods of instruction, and it was with the object of giving a satisfactory course, in which time could be so arranged that it was not wasted on subjects not required in practice, that he founded the Institute. That the certificate and training given at the Institute is recognised by the Medical Profession is proved by the fact that a number of students are sent for training by doctors and that distinguished physicians and surgeons are continually utilising the services of masseurs and masseuses trained in the Harley Institute.

A RECOGNISED TRAINING SCHOOL.

The work of the Institute was quickly recognised, the more especially because it is conducted on strictly ethical lines ; pupils being trained as expert masseurs and masseuses only.

The Principal strongly impresses upon all prospective students that work of this kind should be conducted under medical supervision, and that in no case should they attempt to usurp the place of a doctor, but on the contrary work under his directions.



Some Members of the Staff of the Institute.

MEDICAL SUPERVISION.

The Institute cannot too strongly impress upon students that never under any circumstances must they attempt to diagnose a case, give opinion on the patient's condition, or go to the length of suggesting to a doctor the kind of treatment that should be pursued. These things are diametrically opposed to their own interests, since massage and medical electricity should in every case be carried out only under the instructions of the doctor under whose care the patient is.

It is one of the fundamental principles of the Institute to combat the mal-practice of massage and to raise it to the dignity it attains in foreign countries, where it is universally recognised as a profession ranking second only to that of the medical.

THE SYSTEM OF INSTRU- CTION.

Instruction is so arranged that each student as far as possible goes through all the movements essential in massage at every attendance, and a complete list of the various movements is given to students, who are expected to commit them to memory.

A VALUABLE TRAINING.

It is expected that every student shall qualify in pathological, physiological and anatomical subjects ; and in order to enable such as have not already had a training in these subjects to do so, lectures are given periodically by fully qualified lecturers on the various subjects, practical demonstrations being given. The system of instruction is so thorough and complete that a qualified student should be able to carry out the instructions of the most exacting doctor, and waste of time and needless expense is entirely avoided.

As showing the reputation in which the school is held, it may be mentioned that students who have qualified at other schools have applied to the Harley Institute for additional training.

This has led the Principal to offer nurses and others who have been trained elsewhere, and who feel that they have not sufficient knowledge of the subject, opportunities for study at the Institute at special rates, provided that the whole ground has not to be gone over again.

POSTAL TUITION ABSURD.

It is claimed by some that massage can be taught by postal correspondence, but a little reflection will show how utterly impossible this is, many of the movements being so delicate, whilst others are so complicated that nothing short of individual and personal instruction can make the student acquainted with them.

At the Harley Institute individual attention is given to each student, so that qualification in a comparatively short time is assured, though it must be borne in mind that the exact time or number of lessons necessary to qualify cannot be stated definitely, as so much depends upon the aptitude of the student, the number of subjects taken, and the attendances made.

QUALIFIED SWEDISH INSTRUCTORS.

The greatest care is taken to have none but expert instructors trained in Sweden and Denmark (where massage is an exclusive profession), or at a school recognised by the medical profession. The chief feature of the Institute is that its course includes the very latest scientific methods introduced.

HOURS OF INSTRUCTION.

Classes are held twice daily, at 10 a.m. to 12 noon and 2 p.m. to 4 p.m., but private instruction can be given at any time between 8 a.m. and 8 p.m.

Special attention is given to students who can only attend once a week. Arrangements can also be made for students to have two lessons per day, and if called away they can, without extra charge, resume their studies.

The course of instruction is arranged to suit the requirements of students who have to attend to their ordinary business affairs, are training in hospitals, working in nursing homes, or engaged in private nursing. A great advantage of this profession is that it can be taken up by either sex, no previous knowledge being necessary.

STUDENTS ATTEND UNTIL PROFICIENT

The number of lessons is in no way limited, the general aim of the Institute being to train its students until they are entirely proficient.

Students may, after qualifying, still consider themselves members of the Harley Institute, and they can call or write at any time for special information or advice about complicated cases they may have under treatment.

H.I.S.M.

The diploma of the Institute gives the right to use the letters H.I.S.M. (Harley Institute School of Massage) on their cards. As it is an advantage when working up a practice to be on the telephone, those graduates who have not one at their disposal can utilise the Institute's, and have the number printed on their cards. Any calls that may come from doctors or patients will at once be transmitted.

FEES RETURNED.

Any students who show lack of aptitude after five lessons may have fees returned.

The Principal reserves the right of dismissing any student whose conduct is inimical to the interests of the Institute or to the profession of true massage.

PATIENTS ATTEND FOR TREATMENT.

Patients of limited means for whom massage has been ordered by a medical man may attend the Institute for free treatment by advanced students under the supervision of an instructor or instructress. In this way students will acquire confidence and gain practical instruction which will prove of the greatest benefit to them when undertaking private cases.



The Consulting Room.—Examining an Out-Patient.

MASSAGE AND SWEDISH EXERCISES.

Instructors and instructresses in the Swedish systems hold diplomas from Stockholm or Copenhagen, and instructors in the Weir-Mitchell method are experts trained in hospitals.

MEDICAL ELECTRICITY.

Students who desire instruction in medical electricity, as used in private practice, are taught by qualified instructors. Medical electricity is largely used in combination with massage for the treatment of paralysis and numbers of other diseases.

Special classes are formed for the instruction of students in anatomy, physiology, pathology, bandaging and kindred subjects, but of course it is not necessary for those who have already studied these subjects to attend.

STANDARD FEES FOR TREATMENT.

The Principal hopes that students qualifying at the Institute will not make the mistake of treating patients at low fees, as this is not only to their own disadvantage, but tends to lower the whole profession; it being far better to give treatment as an act of charity than accept a low fee, and it is proof of the superiority of the Instruction given at the Harley Institute that graduated students are able to obtain standard fees.

REGULATION FEES.

The regulation fees for sending masseurs and masseuses out to private cases charged by the more important societies, including the Harley Institute, are:—

1. If by the visit, one guinea, half a guinea, or seven and six per visit.
2. If staying in the patient's house and charging by the week, five guineas, three guineas, or two and a half guineas.
3. If massage is ordered in a Nursing Case, one guinea or two guineas per week in addition to the fee received for nursing.

EXAMINATION.

Examinations, for those trained elsewhere, are held once a month, and certificates for proficiency to give treatment professionally under medical supervision are granted.

Subjects taught:—

1. Swedish Massage.
2. Swedish Remedial Exercises.
3. The Weir-Mitchell System of Massage.
4. Swedish Drill for those desirous of becoming instructors in Schools, etc.
5. Nauheim Exercises and Baths.
6. Medical Electricity and Ionic Medication.
7. Anatomy, Physiology and Bandaging.
8. Scientific Face Massage, Beauty Culture, Electrolysis and Electrical Hair Treatment.
9. Manicure and Chiroprody.

There is also a reference library, a skeleton and anatomical models for the use of students. The premises are arranged to accommodate resident pupils, at moderate and inclusive charges.

THE FULL COURSE.

Whilst the foregoing arrangements apply to those whose time and means only admit of their studying a limited number of the wide range of subjects which the Institute places at their disposal, ample provision is made for those who are in a position to graduate in the FULL COURSE at the conclusion of which the Principal is in a position to guarantee remunerative cases by means of the agency referred to on the last pages.

This advantage amply compensates for the increased expense involved, and is of invaluable assistance in establishing a successful career.

MEDALS.

Three gold and four silver medals will be granted annually by the Institute as follows :—

1. A gold medal to the student of the year who has gained the highest number of marks and has proved most proficient in all subjects taught by the Harley Institute.
2. A gold medal to the graduate of the Harley Institute who during a year has made the best practical use of the training, *i.e.*, earned the largest income.
3. A gold medal to the graduate of the Institute who during a year has earned the largest Fees in any one week by the practice of subjects taught in the Institute.

The silver medals will be granted to the second best proficient in the above subjects.

A silver medal will be granted to the graduate who has treated the largest number of cases successfully.

MASSAGE AS A PROFESSION.

Doctors, not only in England, but in France have sent for students from the Institute to treat their patients, and amongst those so treated may be mentioned the world-renowned Sarah Bernhardt and also Cabinet Ministers and members of the nobility. A book of letters from distinguished patients can be seen at the Institute.

DOCTOR PUPILS.

The Principal has had the privilege of training several doctors who have been interested in some of the new methods or subjects taught at the Institute, and, as shewing the high esteem in which the Institute is held by the medical profession, it may be reiterated that a number of students have been sent to the school for training by eminent medical men.

**DEMAND
FOR
EXPERTS.**

A really clever masseur or masseuse is always in demand, and as the treatment incurs little or no exertion on the patient's part and often gives relief from the commencement, it is one that appeals to the wealthier class of patients, and a medical specialist or doctor in a high class practice can always be relied upon for cases by a masseur or masseuse who has proved himself or herself competent in the work.



A Class Room.—Instruction in Swedish Curative Exercises.

**DOCTORS
PREFER
SWEDISH
SYSTEM.**

The Harley Institute particularly recommends the Swedish system of massage as the one which will undoubtedly take the place of all others. Doctors prefer it, and the patient who has once been treated by this method is not likely at any future time to be satisfied with any other, as it is the one "par excellence" which is based on truly scientific and physiological lines.

Some schools have a system of their own, consisting of a mixture of movements adapted from various other systems, with the consequence that students do not actually know what particular system they have been trained in, and a doctor would be unable, without a preliminary trial, to ascertain what they are able to do.

**ONLY
RECOGNISED
SYSTEMS
TAUGHT.**

At the Harley Institute only recognised systems are taught, and a graduate going to his or her first case possesses confidence born of experience and is able to satisfy in every way both doctor and patient.

A CONGENIAL OCCUPATION.

The students who devote themselves exclusively to the practice of massage will find that it is far more congenial than most other occupations.

When it is made known to the faculty that a student is fully qualified, it will be found that medical practitioners will lend a ready ear where they have not already a trained person in their employ.



Instruction in Scientific Face Massage and Beauty Culture.

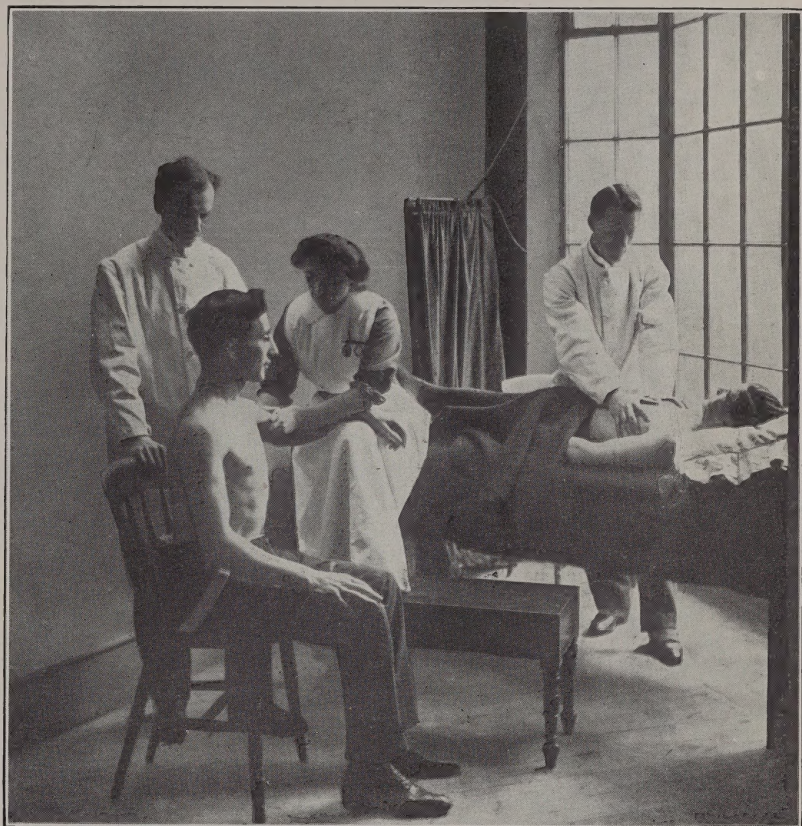
REMARKS.

In connection with the Harley Institute, but entirely *apart and distinct* from the school, there is an employment agency to which a student may be affiliated, should it be desired, AFTER the certificate has been granted, but it must be distinctly understood that only students possessing the H.I.S.M. diploma can be granted this privilege.

Many students set up for themselves as specialists in a particular line, such for instance as Electrolysis or Beauty Culture.

It should be borne in mind that after a student has obtained the diploma it by no means follows that connection with the Institute is severed, for the Principal will be ready at all times to give advice in difficult cases and assist diplomées in every possible way.

All communications should be addressed to the Matron or the Principal.



A Corner of the Out-Patients Department.



Exactly opposite the Great Central Hotel. One minute from Great
Central Station (Bakerloo). One minute from Edgware Road
Station (Metropolitan). Two minutes from Baker
Street Station, and so within easy access
from all parts of London. 'Buses
continually pass the
doors.

